

## **Abstract**

**Title:** Marketing research of PSG Zlín fans' satisfaction

**Objectives:** The aim of the diploma thesis is to find PSG Zlín fans' satisfaction and propose actions that would lead to an increase fans' satisfaction in following seasons.

**Methods:** To determine the satisfaction of the fans of the PSG Zlin hockey club it has been used the method of a quantitative research with the help of an electronic questionnaire. This electronic questionnaire based on a large sample of fans enables to uncover sufficient data and analyses fans' satisfaction by various aspects.

**Results:** The analysis and interpretation of data gained from marketing research have found that fans are very satisfied with many aspects. The most important thing for fans is the atmosphere in the stadium and the sport performance. The least interesting aspect was the supporting program, whom the fans are not completely satisfied. Overall, the greatest range for improvement was found in the allocation of a place for families and the improving of service during home matches. Regarding social networks, websites and merchandising exists mostly good satisfaction about the value of 2 (1 - very satisfied, 5 - very dissatisfied). Generally, fans would welcome more information, coverages and interviews behind the scenes of the club.

**Keywords:** sports marketing, marketing research, hockey club, marketing mix, communication mix, PSG Zlin, ice hockey, fans' satisfaction, service